12/14/87

MARKET SHARE ESTIMATE

(A)= Share based on actual volume.
(E)= Share based on estimated volume

	Philip Morris	R.J. Reynolds	P.M. & R.J.R.	Brown & Williamson	Lorillard	American	Liggett	4 Company Total
January:	31.64	30.54	62.18	10.31	9.73	11.12	6.64	37.80
February:	36.90	34.54	71.44	9.91	7.62	7.68	3.33	28.54
March:	38.30	36.86	75.16	8.97	6.77	5.75	3.52	24.81
1st Quarter:	36.48	34.82	71.30	9.54	7.65	7.47	4.02	28.68
April:	39.42	22.89	62.31	14.53	10.22	9.27	3.64	37.66
May:	39.10	30.78	69.88	11.20	8.89	6.87	3.15	30.11
June:	34.62	38.38	73.00	9.68	8.57	5.23	3.50	26.98
2nd Quarter:	37.26	32.21	69.47	11.32	9.06	6.72	3.41	30.51
July:	42.26	26.64	68.90	12.75	5.63	9.47	3.23	31.08
August:	39.50	29.62	69.12	11.79	7.70	8.03	3.33	30.85
September:	36.53	38.70	75.23	8.60	6.44	5.86	3.85	24.75
3rd Quarter:	38.91	32.80	71.71	10.65	6.64	7.45	3.53	28.27
October:	41.99	22.54	64.53	13.84	10.01	8.94	2.67	35.46
November:	40.81	32.58	73.39	10.07	8.12	5.66	2.77	26.62
W/E								
12/4	30.41	35.59	66.00	14.30	10.45	6.23	3.02	34.00
12/11	26.43	41.68	68.12	15.79	8.00	4.83	3.27	31.89
12/18	32.13	39.52	71.64	11.99	8.58	4.19	3.61	28.36
12/25	45.88	26.12	72.00	6.34	10.73	5.22	5.71	28.00
12/31	50.00	20.20	70.19	4.91	11.63	5.70	7.57	29.81
Total December	35.27	34.32	69.60	11.40	9.54	5.09	4.37	30.41
Diff 87/86:	-1.82	-0.74	-2.56	-0.87	1.99	-0.04	1.48	2.57
3mm:	38.68	31.05	69.73	11.49	9.16	6.16	3.44	30.24
Diff 87/86:	1.02	-0.94	0.08	-0.85	1.07	-0.38	0.07	-0.10
YTD:	37.89	32.56	70.45	10.85	8.23	6.89	3.57	29.53
Diff 87/86:	1.02	0.20	1.22	-0.83	0.15	-0.29	-0.24	-1.22

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Source: https://www.industrydocuments.ucsf.edu/docs/jjwj0004